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Seatbelt Usage Integration Report

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EXECUTIVE HIGHLIGHTS

Report Integration

- The telephone survey findings were supported with the following phases of the social marketing study: literature review, expert interviews, and focus groups.
- Results from the survey were compared between those who always wear a seatbelt in the backseat with those who most of the time, sometimes, or never wear a seatbelt in the backseat.

Seatbelt Usage

- Seatbelt usage has been increasing nationally with 79% usage in 2003.
- The states with a primary seatbelt law averaged a usage rate of 83% while the states with a secondary law averaged 75%.
- The "Click It or Ticket" campaign increased seatbelt usage in Hawaii from 83.5% in January 2002 to 91.8% in May 2003.

Acceptance of Society

- There is nearly complete acceptance among Hawaii's general population that drivers and passengers should wear a seatbelt at all times.
- Less than three quarters of the population believe seatbelts offer adequate protection during a collision.
- The general population's perception underestimates seatbelt usage rates considering the majority of Hawaii's drivers buckle up.
- The majority of the drivers and passengers in Hawaii always wear a seatbelt, but slightly more than half always wear a seatbelt in the backseat.
- A low percentage of Hawaii's residents correctly estimated the annual number of fatalities that resulted from not wearing a seatbelt.

Overview of Seatbelt Usage

- The segment that wears a seatbelt in the backseat less often is also less likely to always wear a seatbelt as a driver and a passenger.
- Almost every person that wears a seatbelt in the backseat also wears a seatbelt while driving or in the front passenger seat.
- Some people believe it is safer in the backseat so they feel it is not necessary to wear a seatbelt, and others do not wear a seatbelt in the back because it is not mandatory.

Seatbelt Benefits

- A very small percentage of respondents do not wear a seatbelt because they believe they will never get into an accident.
- The majority of the participants recognized that seatbelts save lives in a high speed collision.
- About three quarters agreed that seatbelts offer adequate protection during a collision.
- Some focus group respondents had mixed feelings about seatbelt protection because there was always a possibility of getting trapped in a vehicle by their seatbelt.
- More than a third of the respondents believed the misconception that airbags offer protection when not wearing a seatbelt.

Situational Usage of Seatbelts

- The majority of the respondents always wore their seatbelts through residential areas.
- Those who wore a seatbelt less often as a backseat passenger were more likely to agree that seatbelts were not necessary during short drives through residential areas or when driving under 25 miles per hour.
- Usage increased among drivers on highways as well as long distance drives.
- Almost all of the respondents agreed that seatbelts should be worn on the highways and freeways.
- Seatbelt compliance is also high in rainy conditions.
- Those who always wear a seatbelt in the backseat continue to wear their seatbelt, in general, regardless of the time of day.
- The respondents who wear seatbelts in the backseat less often tend to wear a seatbelt, in general, more during daylight than non-daylight hours.

Influencing Seatbelt Usage

- The majority of those who always wear a seatbelt in the backseat agreed that they always insist on all passengers wearing a seatbelt in the car.
- A little more than half of the respondents who wear seatbelts in the back less often said they would encourage others to wear seatbelts.
- The possibility of receiving a ticket has more influence on individuals who less often wear a seatbelt in the backseat than those who always wear one in the back.
- Three quarters of both seatbelt segments were familiar with the Click It or Ticket program.
- A higher percentage of those who wore seatbelts in the backseat less often thought the Click It or Ticket program was effective when compared with the other seatbelt segment.

Proposed Safety Measures

- Doubling seatbelt fines was reported to be most effective among those who did not always wear a seatbelt in the backseat.
- There was an equally high response between the two seatbelt segments with two thirds in favor of a free seatbelt adjuster to make it more comfortable for the wearer.
- Just over half of the respondents believed that a quick release on seatbelts that allows the wearer to escape from a car would be effective in increasing seatbelt usage.
- Additional suggestions from focus groups were in favor of advertisements and driver education.

Universal Seatbelt Law

- There was a favorable response with more than three quarters of the two seatbelt segments supporting the law, which will require everyone in a vehicle to wear a seatbelt.
- The highest support was among those who always wear a seatbelt in the backseat.

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Seatbelt Usage Study

The Hawaii Department of Transportation contracted SMS to organize a social marketing campaign to increase seatbelt usage. The objectives in the initial stages of the project were to identify attitudes and behaviors toward seatbelts. The ultimate goal of the study will be to develop influential messages and approaches that would encourage drivers to wear seatbelts.

The study was implemented through a series of stages, which started with a literature review and continued with expert interviews, focus groups, and a telephone survey. An overview of each stage is as follows:

- **Literature Review:** Previous research studies and historic data were organized to establish a background on seatbelt usage.
- **Expert Interviews:** Safety experts and public officials provided their in-depth knowledge on issues concerning seatbelts.
- **Focus Groups:** Three focus groups were conducted to determine why drivers and passengers do not always wear seatbelts. One session was with full-time and part-time seatbelt users, another focus group consisted of drivers who did not always wear seatbelts, and the remaining discussion was with males and females under the age of 30.
- **Telephone Survey:** Three hundred and thirty six drivers of all age groups were randomly sampled throughout Hawaii in order to assess their behaviors and attitudes toward seatbelt usage.

Findings from each of the four phases have been integrated into this report. Subsequently, a social marketing plan will be written and tested through an e-mail panel with experts and the general public.

Telephone Survey Methodology and Sampling

The survey was conducted during October and November of 2003 with 336 random households in the State of Hawaii. The sample for the survey was selected from a stratified frame, which was random within strata. The procedure uses disproportionate stratification for each island, and proportionate stratification for selecting telephone number stems within each island. The sample size provided a margin of error of +/- 5.3% on responses.

In addition, the survey was fielded using a Computer Assisted Telephone Interviewing system. This surveying method allows an interviewer to directly enter responses into a computer file with the Survey System program. The questionnaire patterns were automatically programmed, and the interviewer was able to view the questions and answers of the survey through a computer screen. Responses collected in the data file were aggregated and analyzed through SPSS v10.

Overview of the Social Marketing Process

Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing. This process will ultimately reshape behavior over time with continuous reinforcement and a multidirectional approach from various points of influence.

Important concepts that construct the foundation for the social marketing process are as follows:

- The objective of marketing is to influence action.
- Action is undertaken whenever target audiences believe that the benefits they receive will be greater than the costs they incur (costs are not restricted to financial costs).
- Programs to influence action will be more effective if they are based on an understanding of the target audience's own perceptions of the proposed exchange.
- Target audiences are seldom uniform in their perceptions and/or likely responses to marketing efforts and so should be partitioned into segments.
- Marketing efforts must incorporate all of the "4 Ps" of marketing:
 - Create an enticing **product** (i.e., the package of benefits associated with the desired action)
 - Minimize the **price** the target audience believes it must pay or compromise in the exchange
 - Make the exchange and its opportunities available in **places** that reach the audience and fit its lifestyles
 - **Promote** the exchange opportunity with creativity and through channels and tactics that maximize desired responses
- Recommended behaviors always have competition, which must be understood and addressed. In this case, the competition would be current behaviors that need to be reshaped. The benefits of current and recommended behaviors must be weighed to assess the influence on the audience's actions.
- The marketplace is constantly changing, so program effects must be regularly monitored. In addition, management must be prepared to rapidly alter strategies and tactics through time.

Seatbelt Usage

Seatbelt use continues to increase nationally, and in 2003 usage reached 79%. The states with primary safety belt laws averaged 83% belt usage while states with secondary laws averaged 75%. On the other hand, many countries, most notably Australia, UK, Germany, France, and Canada, have significantly higher seatbelt usage rates than the United States.

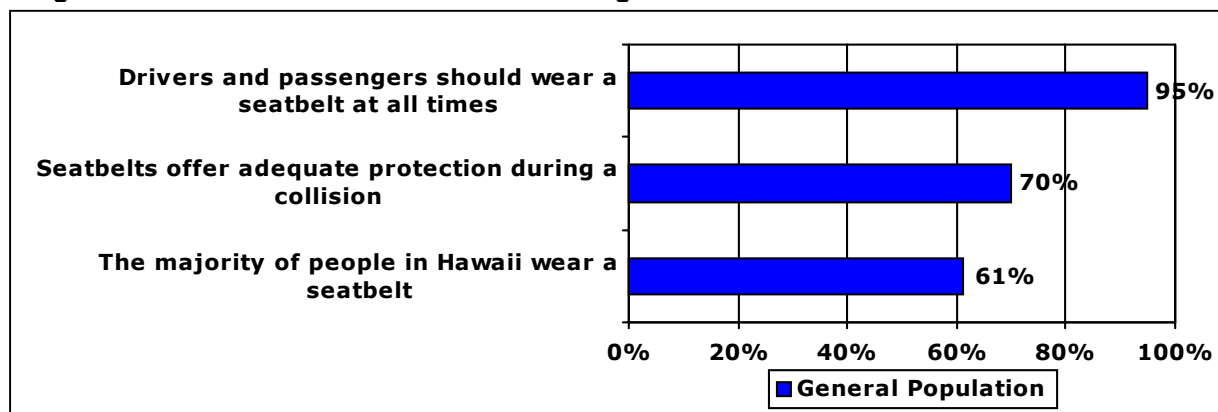
The greatest increase in seatbelt use was observed when the seatbelt law took effect in December 1985, jumping from 33% to 73%. In Hawaii, dramatic increases were observed during the recent "Click It or Ticket" campaigns, with an increase in seatbelt usage from 83.5% (January 2002) to 91.8% (May 2003), an all time high.

In 2002, deaths among vehicle occupants rose 2.2 percent to 33,988. Equally devastating, 59% of passenger vehicle occupants killed in both 2001 and 2002 were not restrained. Moreover, 73% of the people who were in a fatal crash in 2001 and were restrained survived. Of those who were not restrained, only 44% survived (NHTSA).

Acceptance of Society

The figure below illustrates the attitudes of seatbelt protection among the general population in Hawaii. The set of three statements was presented in a separate survey that was implemented concurrently with a targeted seatbelt survey, which will be used to present the primary findings in this report. The statements in the graph below will be compared with the findings from the seatbelt survey throughout the remainder of the report. The purpose of the general population results is to assess the attitudes of a random sample in Hawaii's general population.

Figure 1. Societal Beliefs Toward Seatbelt Usage



Margin of Error = +/- 4.2%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

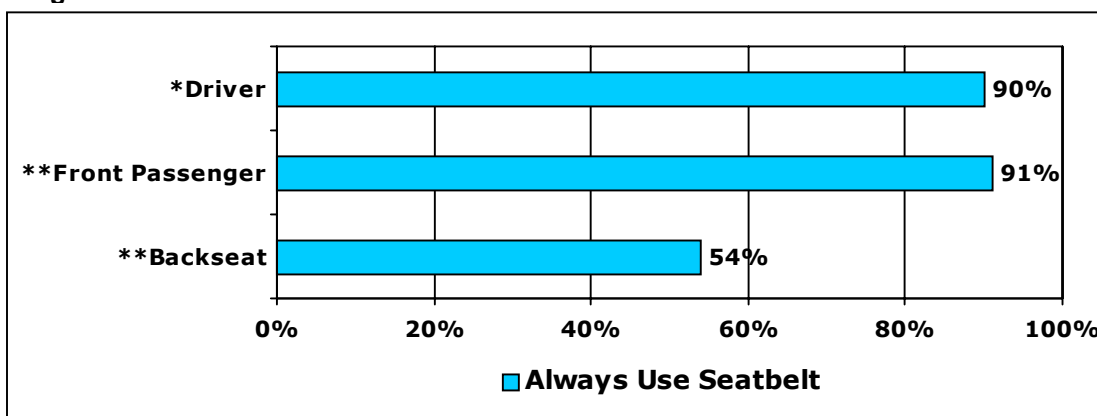
Almost all of the general population (95%) agreed that drivers and passengers should wear a seatbelt at all times. In this case, it does not necessarily mean that their attitudes reflect their actual actions considering the focus groups and telephone survey demonstrated that seatbelt usage is not nearly as high as the percentage of people who believe seatbelts should always be worn. This is especially true for backseat seatbelt usage.

In Figure 1, almost three quarters (70%) of the respondents recognized that seatbelts offer adequate protection during a collision. Later in the report, focus group responses will be provided to detail the reasoning of the remaining 30% who think there are exceptions to seatbelt protection.

Although 95% of the general population believes seatbelts should be worn at all times, only 61% of the respondents agreed that the majority of the people in Hawaii wear a seatbelt. Therefore, the general population has an assumption the seatbelt usage is lower than the actual percentage, a 91.8% usage rate among drivers. On the other hand, perceptions that 61% of the people in Hawaii wear a seatbelt may also reflect their observations of backseat usage. More detail about the backseat seatbelt compliance rate is provided in the following figure.

Figure 2 profiles the seatbelt usage rates for each seat in a vehicle. The findings are reported from the targeted seatbelt usage survey. The results for those who always wear seatbelts in the driver's seat (90%) are closely aligned with the actual percentage (91.8%) reported in May 2003. The responses also demonstrate that there is an equally large proportion of seatbelt users in the front passenger seat (91%). Despite high usage in the front seats, only 54% of the respondents always wear a seatbelt in the backseat, which is not required by Hawaii law.

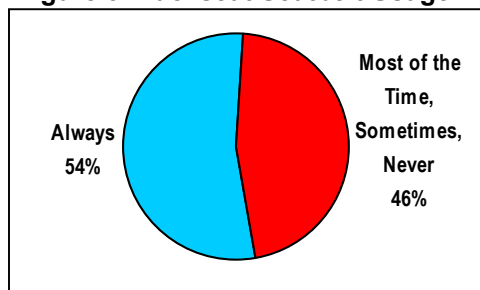
Figure 2. Seatbelt Users Profiled



*Margin of Error = +/- 5.5%
 **Margin of Error = +/- 5.4%

Figure 3 provides a closer look at the seatbelt usage rates for the backseat. The sample was split between those who always (54%) wear a seatbelt with those who most of the time, sometimes, or never (46%) wear a seatbelt in the backseat. The two segments of backseat users will be presented throughout the report in order to compare attitudes and behaviors. Subsequent graphs will categorize the groups as "Always" and "Less Often." The division provides a sample of 181 respondents who always wear a seatbelt in the backseat, which corresponds to a +/- 7.3% margin of error. The other segment for backseat seatbelts consisted of 155 respondents, which yields a +/- 7.9% margin of error.

Figure 3. Backseat Seatbelt Usage



Margin of Error = +/- 5.4%

Figure 4. Estimated Percentage of People in Hawaii Who Do Not Wear a Seatbelt

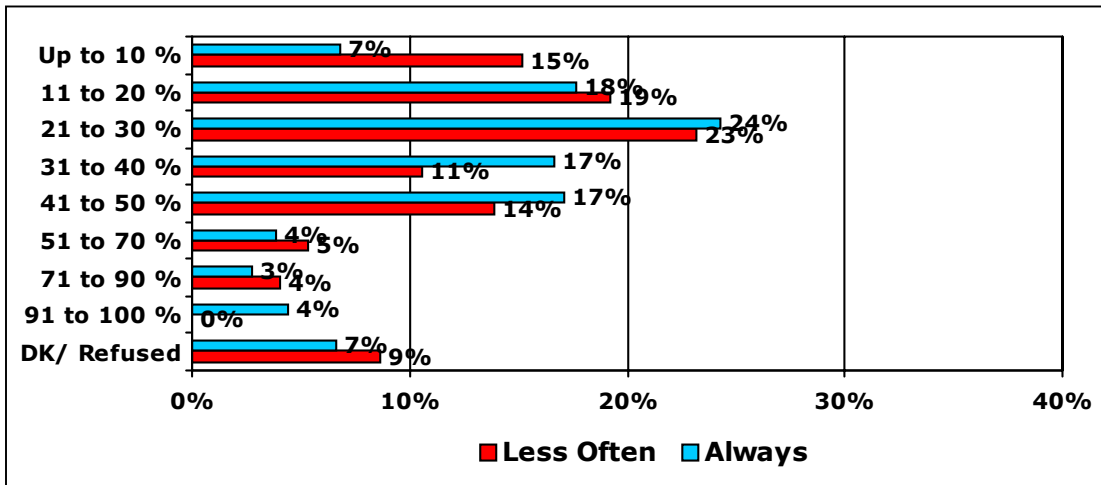
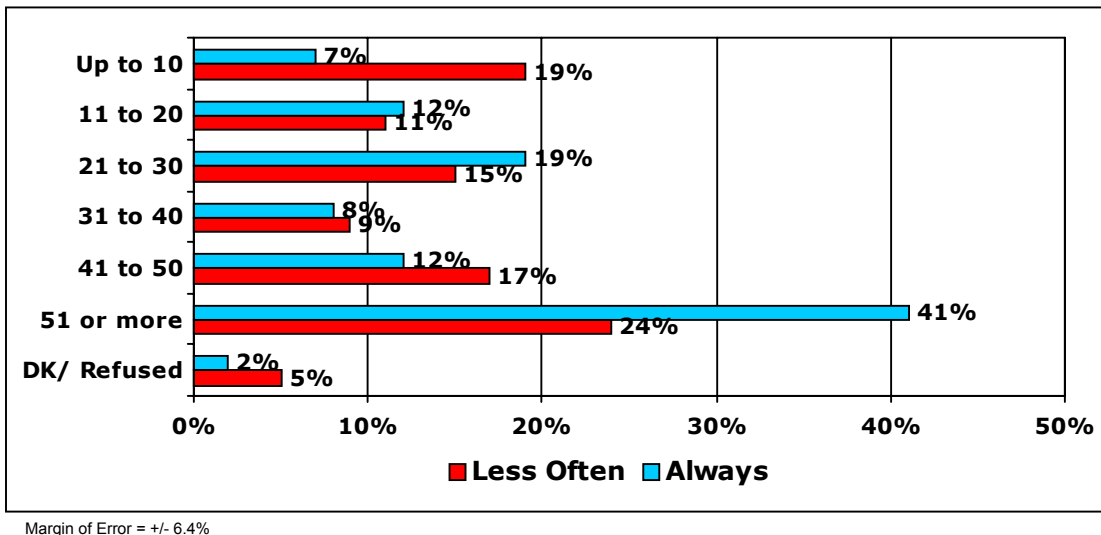


Figure 4 compares the estimations of people who do not wear seatbelts between the two backseat user segments. The highest response between both groups estimated that 21 to 30% of the population in Hawaii does not wear seatbelts. In the actual percentage range for nonusers, up to 10%, only 15% of those who always wear a seatbelt in the backseat made the correct estimation.

Figure 5. Estimated Number of Fatalities That Resulted From Not Wearing a Seatbelt



The majority of those who always wear a seatbelt in the backseat (41%) estimated that 51 or more individuals die in a traffic accident each year in Hawaii from not wearing a seatbelt. The top two estimations among those who wear a seatbelt in the backseat less often were 51 or more (24%) and up to 10 (19%). During 2002 in Hawaii, there were 27 known unrestrained vehicle occupants who died in an accident. Therefore, a little less than 20% of the two seatbelt user segments correctly estimated the number of fatalities that resulted from not wearing a seatbelt.

Transition to Change Behaviors: Transtheoretical Model¹

People go through a process of changing their behavior. For each person, this change varies in the amount of time and transformation process. Below is an overview of each of the five stages in the Transtheoretical Model that can be applied to behavioral modifications.

- **Precontemplative:** Individuals in this stage have no intention of changing their behavior in the near future. They are also unaware of the risk they are putting themselves at with their current behavior. In addition, they deny the consequences of their risky behavior.
- **Contemplative:** People are aware that a problem exists and are seriously thinking about overcoming it. The downside is that they have not yet made a commitment of changing their behavior.
- **Preparation/ Decision-Making:** People intend to take action in the foreseeable future and may have attempted to change their behavior in the past.
- **Action:** People begin modifying their behavior, experiences, or environment to overcome their bad behavior. During this stage, their behavior change has been relatively recent.
- **Maintenance:** People are working to prevent relapse and maintain behavior changes over an extended time period.

Based on the general public's seatbelt usage behavior and societal beliefs toward seatbelt protection, it appears Hawaii is in the Action Stage of the Model considering the recent increase in seatbelt compliance with the "Click-it or Ticket" program. In addition, the majority (95%) of the general public agreed that drivers and passengers should always wear a seatbelt. There is also widespread recognition that seatbelts offer adequate protection during a collision. On the other hand, only 60% of the population believes the majority of the people in Hawaii wear a seatbelt. Other research shows that the actual percentage of seatbelt usage is high for the driver's seat (91%) and front passenger seat (91%). The problem group may be the backseat users with only 54% who always wear a seatbelt. This low percentage is the result of no laws for backseat seatbelt usage for passengers over the age of 18. One of the top priorities in the social marketing program will be to encourage more people in the front seats to wear a seatbelt, but it may not be difficult considering the high compliance. Another key issue will be increasing backseat seatbelt usage, although the law does not require it.

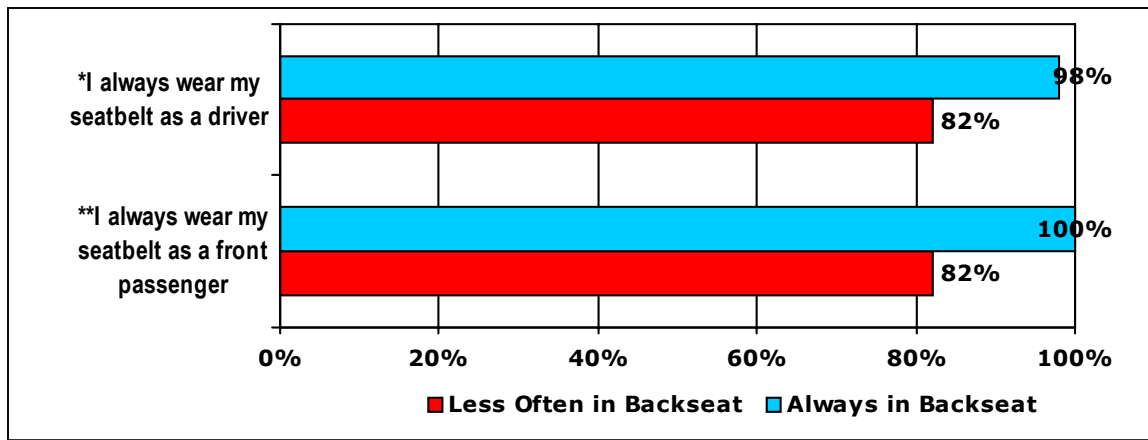
¹ NHTSA (2000)

KEY FINDINGS

Overview of Seatbelt Usage

The two figures below revisit seatbelt usage in the front seats. The figures have been presented differently by comparing those who always wear a seatbelt in the backseat with those who do not. In Figure 6, those who always wear a seatbelt in the backseat represent 98% of those who always wear a seatbelt as a driver. On the other hand, those who wear their seatbelt less often in the back seat are less likely (82%) to wear a seatbelt while driving. Moreover, every respondent in the survey who always wears a seatbelt in the backseat also always (100%) wears a seatbelt as a front passenger. Again, seatbelt usage as a front passenger is lower (82%) among those who wear a seatbelt in the backseat less often.

Figure 6. Backseat Seatbelt Users by Seatbelt Position



*Margin of Error = +/- 5.6%

**Margin of Error = +/- 5.4%

The focus groups offered additional insight as to why drivers and passengers chose not to wear a seatbelt in the following statements:

“Seatbelts affect yourself, and speeding affects other drivers.”

“In a sense, you’re only hurting you if you’re not wearing it.”

“You don’t drive better or worse with it or without it on.”

“If I’m driving with my child, I always have my seatbelt on. She reminds me. If I’m driving a couple of blocks, I don’t wear a seatbelt and with my child not in the car.”

“I don’t wear it when my kids aren’t in the car. They complain if I do not, ‘If you don’t use yours, then why do I have to use mine.’”

“I only wear my seatbelt as a driver or passenger, not in the backseat. I don’t feel as if I’m unsecured in the backseat. It goes with how when you were younger and your parents would put you in the backseat to be safe.”

“Only when I’m in the front seat and not in the backseat.”

“If you do it in the front seat, there’s not that much difference doing it in the backseat as well.”

Figure 7. Backseat Seatbelt Usage by Age Groups

<u>16 to 25</u> Always 28% Less Often 72%	<u>26 to 44</u> Always 62% Less Often 38%	<u>45 to 64</u> Always 54% Less Often 46%	<u>65 plus</u> Always 55% Less Often 45%
Always 46,157 Less Often 118,691	Always 244,890 Less Often 150,094	Always 150,088 Less Often 127,852	Always 88,331 Less Often 72,270

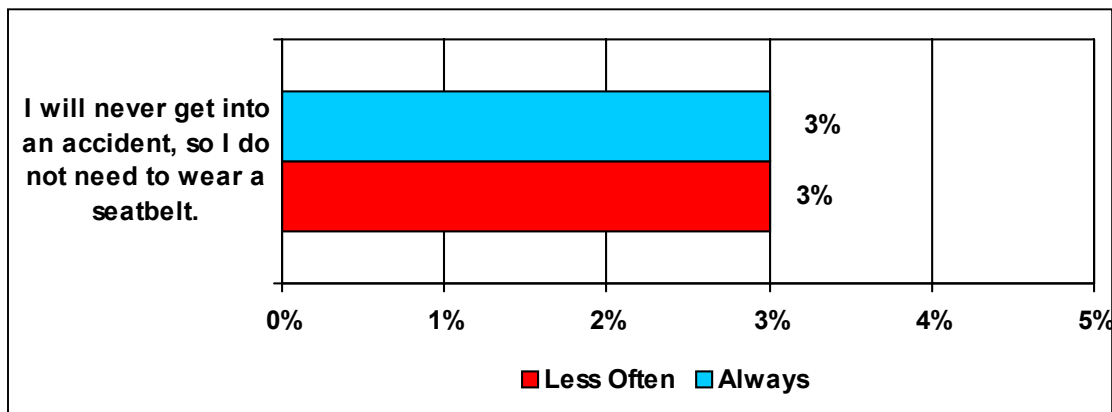
Source: Hawaii DOT Public Affairs- Driver's Licenses by Age Group

Figure 7 further breaks down the backseat seatbelt users by age groups and provides an estimated projection of the actual size of the two segments. There are significantly more individuals in the 16 to 25 year old age group (72%) than the other age groups who wear seatbelts less often in the backseat. The estimated number of people in Hawaii that make up this problem segment is 118,691. In addition, there are more passengers in the three oldest age groups who always wear a seatbelt in the backseat than those who wear a seatbelt in the back less often.

According to other research, age is a significant factor in belt use. Occupants aged 8-15 and those 70 and over use belts more than those in 25-69 age range, while 16-24 year olds use seatbelts less often (NOPUS 2002).

Seatbelt Benefits

Figure 8. Belief About Risk of Future Accidents

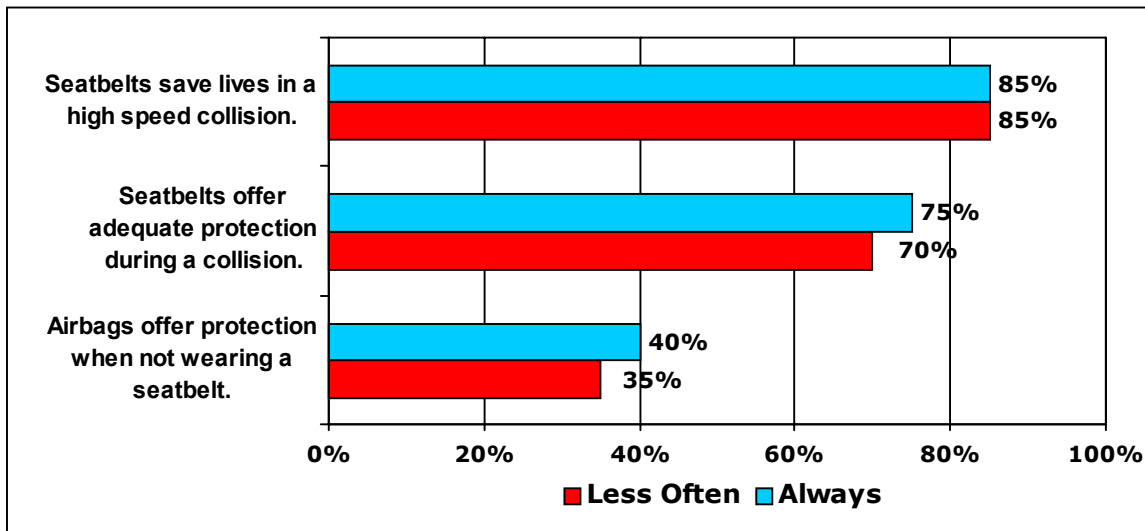


Margin of Error = +/- 5.4%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

A relatively small percentage of the two seatbelt user segments choose not to wear a seatbelt with the belief that they will never get into an accident in the future. Only 3% of the two groups agreed with the statement, which implied a sense of invincibility while on the roadways.

Figure 9. Perceptions of Seatbelt Protection



Margin of Error = +/- 5.4%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

In Figure 9, three statements were provided to determine the perceptions of seatbelt protection. An equal sized majority (85%) of the two segments recognized that seatbelts save lives in a high-speed collision. A lower percentage of those who always (75%) and not as often (70%) use a seatbelt in the backseat agreed that seatbelts offer adequate protection during a collision. A couple of the focus group participants had mixed responses when asked about the protection level of seatbelts:

"I think that seatbelts can go either way. Some people get killed because they are trapped in seatbelts. I also think that if you're going to die, you're going to die. It's just my philosophy."

"One of my friends doesn't wear a seatbelt at all. His philosophy is, 'Look, if you're going to get into an accident, it's all meant to be. There's nothing that can help because some people always wearing their seatbelt die anyway. They can get trapped inside, the car catches on fire, and the rest is history. There's been cases that people get ejected from a car and survive, but if they were inside the vehicle, they wouldn't have made it.'"

"I always had mixed feelings about wearing seatbelts. When I was younger, I knew these two friends that got into an accident. The guy wasn't wearing a seatbelt and survived. The girl was wearing a seatbelt and hit her head and died."

Less than half of the two segments believed airbags offer protection when not wearing a seatbelt. It is important to note that safety belts should always be worn, even when riding in vehicles equipped with airbags. Airbags are designed to work with safety belts and not alone. Air bags, when not used with safety belts, have a fatality-reducing effectiveness rate of only 12 percent. Despite this fact, a few focus group participants were unsure about the protection level of airbags when not used with seatbelts:

"Don't you think sometimes that an airbag might protect you? I do."

"I don't know, I think an airbag protects you more than a seatbelt."

"Both are just as effective, I think."

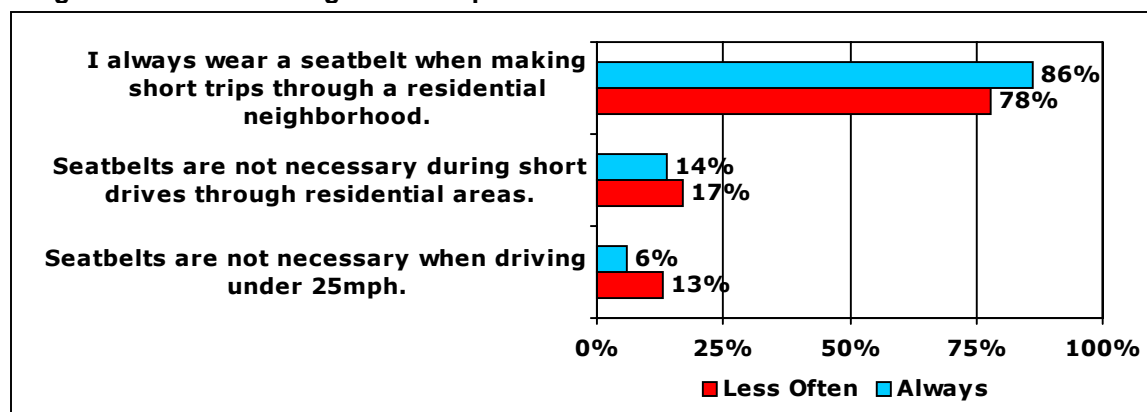
"Both are the same, but the seatbelt works more because it stops you from going forward."

"The car I have doesn't have airbags...I think seatbelts offer more protection than airbags."

"I'd say seatbelt because not all of the time the airbag deploys."

Situational Usage of Seatbelts

Figure 10. Seatbelt Usage in Low Speed Zones and Residential Areas



Margin of Error = +/- 5.4%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

In Figure 10, a few scenarios related to driving at low speeds were presented to the respondents. The majority of those who always (76%) and not as often (78%) wore seatbelts in the backseat agreed that they always wear a seatbelt when making short trips through a residential neighborhood. This percentage of seatbelt usage is lower in comparison to responses presented earlier in the report for those who always wore a seatbelt, in general. Moreover, those who wore seatbelts in the backseat less often (17%) agreed more with the statement that seatbelts are not necessary during short drives through residential areas when compared to the responses of those who always (14%) wore a seatbelt in the backseat. Similar results were revealed when respondents were asked if seatbelts were necessary when driving under 25 miles per hour. Again, more of those who did not always (13%) versus those who always (6%) wore a seatbelt in the backseat agreed that it was not necessary. The following focus group comments supported some of the rationale for those who were less likely to buckle up at slow speeds:

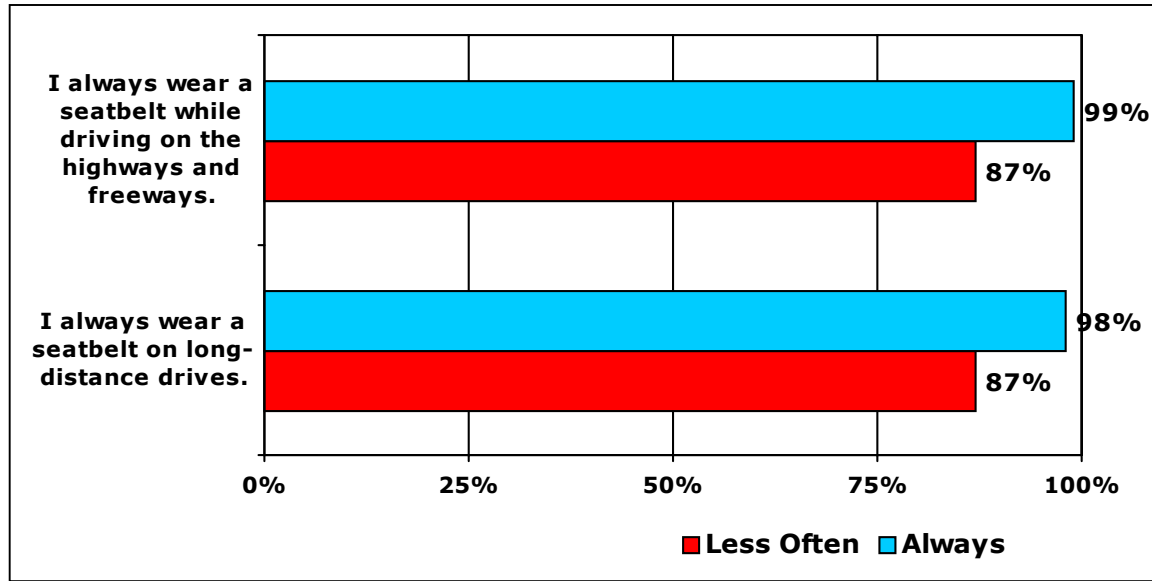
"I feel that way sometimes, making a short drive between stores. I don't think I have to wear it."

"Where I work at, I make a short drive on a main road, and I don't wear my seatbelt. I sometimes feel guilty."

"If I drive to Safeway, more than likely I don't wear my belt on short drives."

"The only time I don't do it is if I go a couple of blocks away. Sometimes I forget."

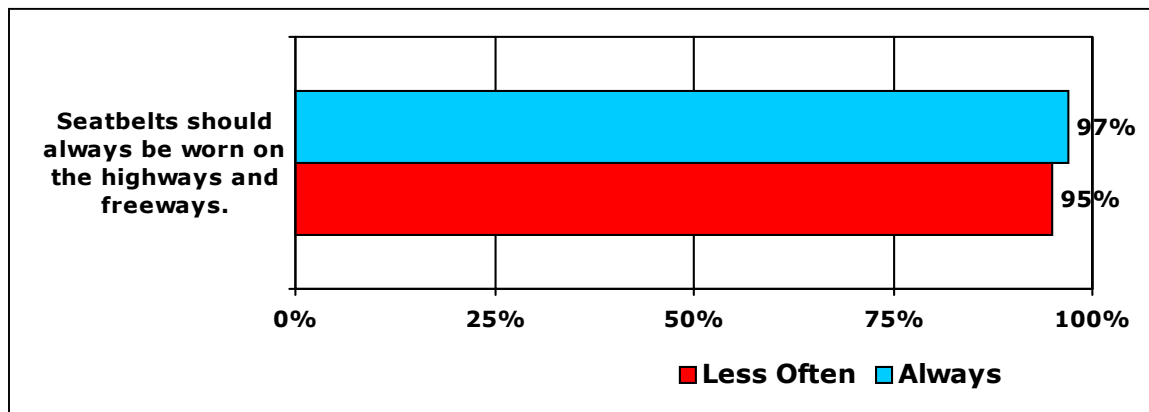
Figure 11a. Seatbelt Usage on Highways and During Long Distances



Margin of Error = +/- 5.4%

Figure 11a determines whether or not seatbelt usage is high when drivers are on the highways or during long distance drives. Nearly all (99%) of those who always wear a seatbelt in the backseat also always wear a seatbelt while driving on the highways and freeways. An almost equally high percentage (98%) of the same backseat segment always wears a seatbelt on long distance drives.

Figure 11b. Seatbelt Usage on Highways and During Long Distances cont.



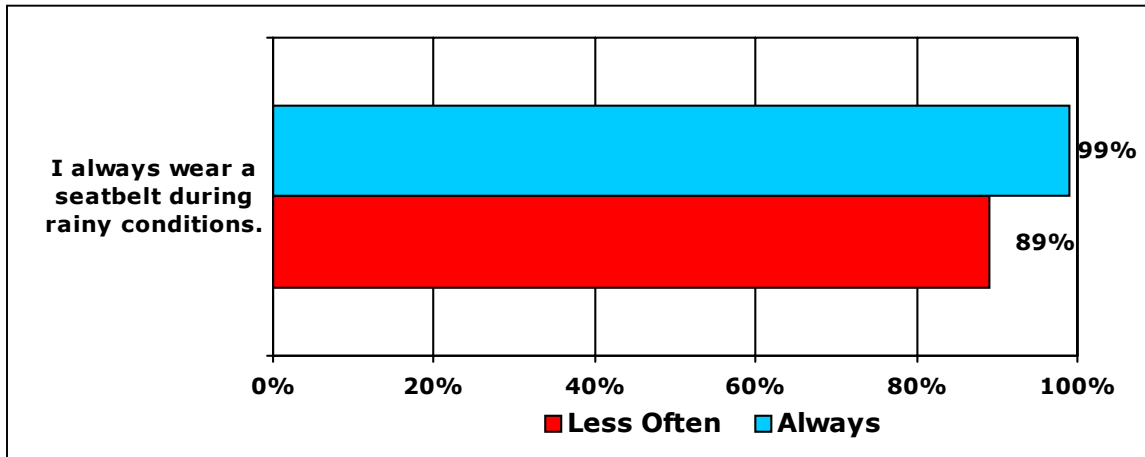
Margin of Error = +/- 5.4%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

In Figure 11b, the majority of those who always (97%) and less often (95%) wear seatbelts in the backseat agreed that seatbelts should always be worn on the highways and freeways. Despite the high agreement level among those who less often wear seatbelts in the backseat, a lower proportion (87%) always wear a seatbelt while driving on highways and freeways (Figure 11a). One focus group participant described a situation while driving on the highway in the following comment:

"I always head out without it on. Usually, when I hit the freeway, I start thinking, 'Well, if I get in a crash, I'd pretty much need a seatbelt.' Then I put it on...I don't know the reason why I don't put it on. I think it's the fit. I don't really know the true reason. It's not until I'm doing 60 that the thought that I might get into an accident, I put it on."

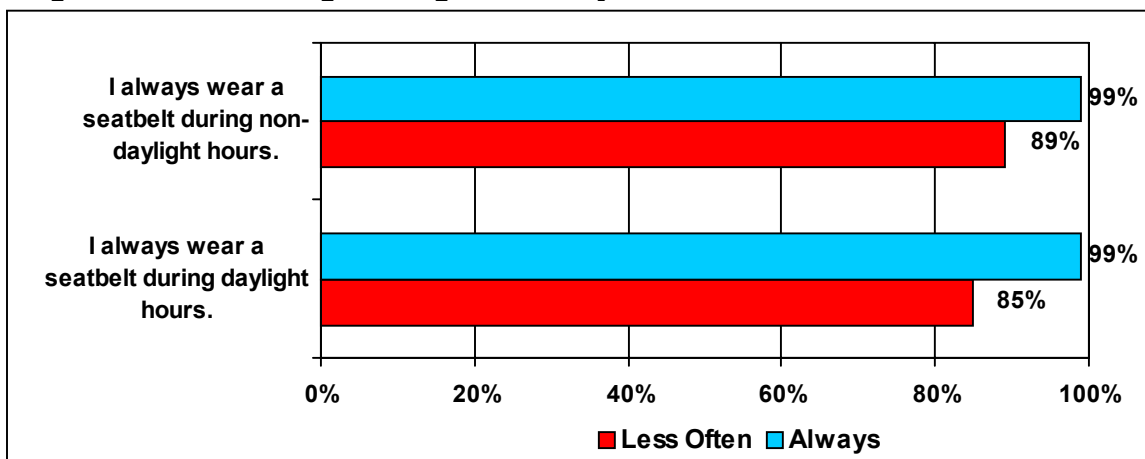
Figure 12. Seatbelt Usage During Rainy Conditions



Margin of Error = +/- 5.4%

Almost all (99%) of the individuals who always wear a seatbelt in the backseat also always wear a seatbelt during rainy conditions, and 89% of those who wear a seatbelt in the backseat less often buckle up when it rains.

Figure 13. Seatbelt Usage Throughout the Day

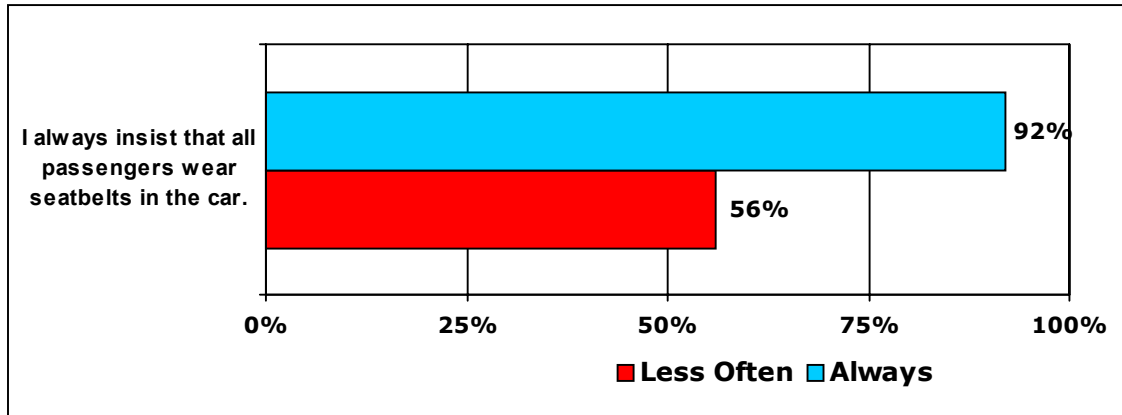


Margin of Error = +/- 5.4%

Figure 13 demonstrates there is almost complete compliance during non-daylight (99%) and daylight (99%) hours with seatbelt usage among those who always wear a seatbelt in the backseat. In addition, those who wear a seatbelt in the backseat less often are more likely to wear a seatbelt during the night (89%) than they are during the day (86%).

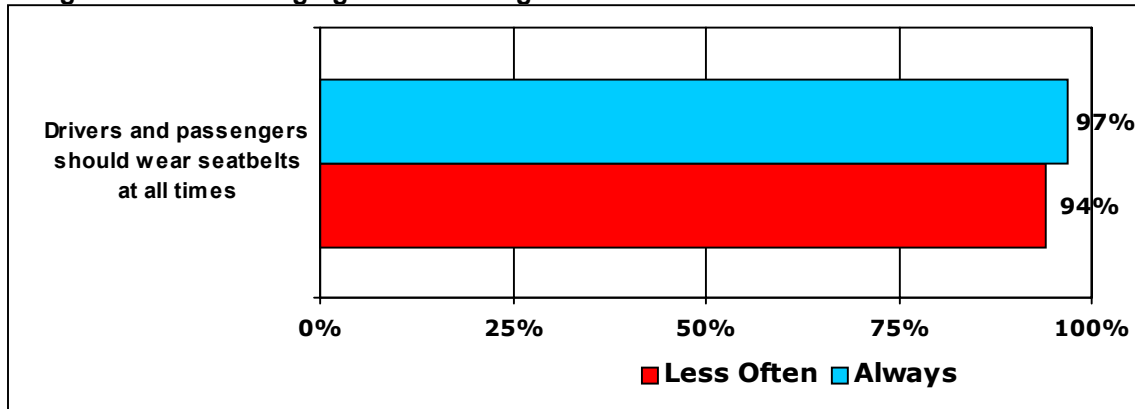
Influencing Seatbelt Usage

Figure 14a. Encouraging Seatbelt Usage



Margin of Error = +/- 5.4%

Figure 14b. Encouraging Seatbelt Usage cont.



Margin of Error = +/- 5.4%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

Those who always wear a seatbelt in the backseat (92%) are more likely than those who do not (56%) to insist that all passengers wear seatbelts in their car. Moreover, their attitudes toward seatbelt usage are higher than their actions of encouragement (Figure 14b). Nearly all of the respondents believed that drivers and passengers should always wear seatbelts. The focus group participants also provided their stand on seatbelt encouragement in the following comments:

"I won't let my husband drive if he doesn't have his seatbelt on."

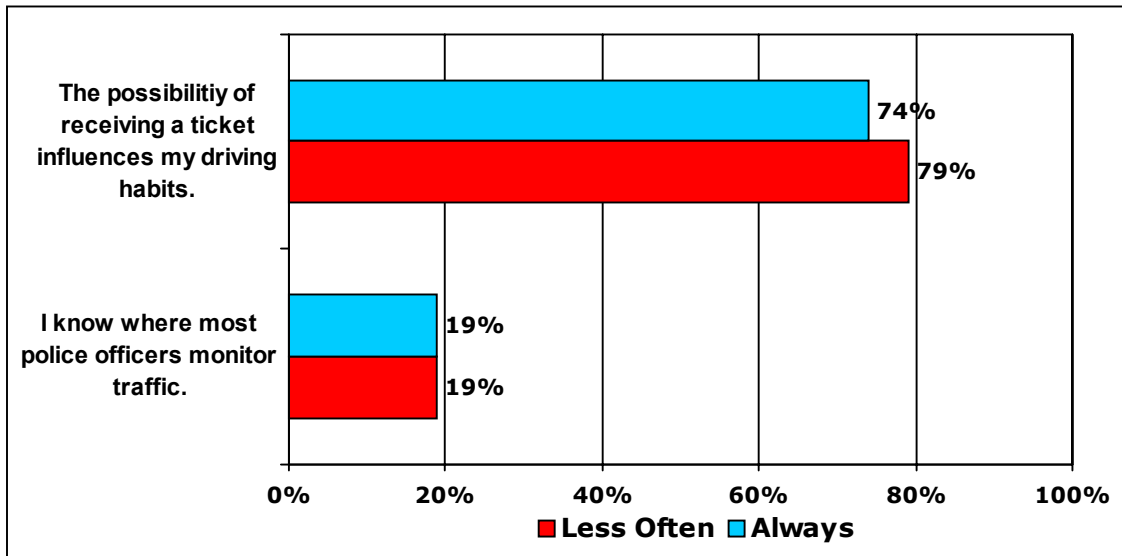
"I gave a little old lady a ride this afternoon. Halfway to her house, I realized she wasn't wearing a seatbelt, and I got nervous. I was almost to her house, so I didn't bother telling her to put it on."

"I don't insist on people in the backseat to buckle up."

"I wouldn't say it, it would be your responsibility to wear it."

"I never checked a lot of times if the person in the backseat is buckled up or not."

Figure 15. Influence of Enforcement

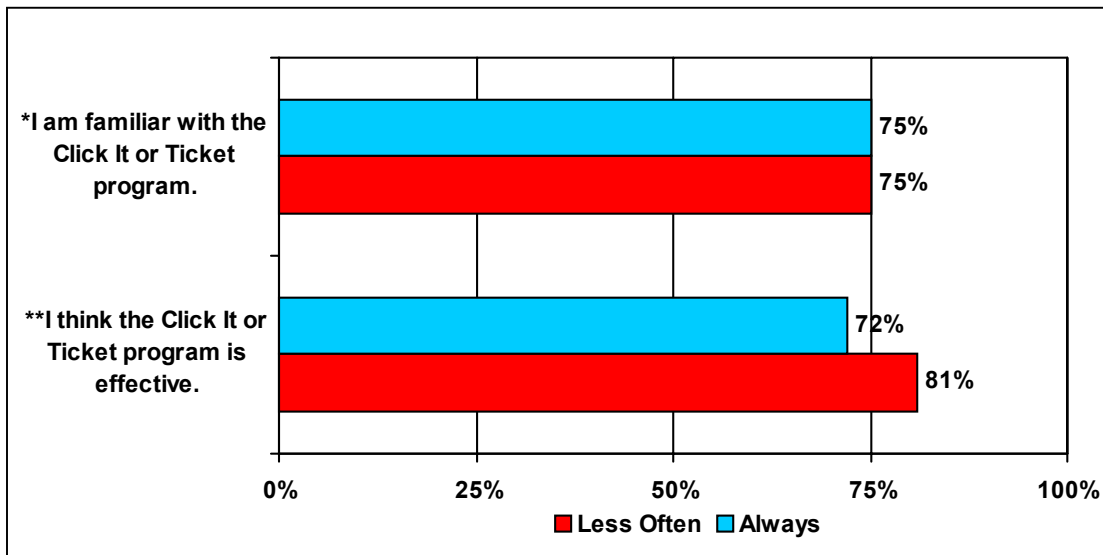


Margin of Error = +/- 5.4%

Percentages represent "Strongly Agree" and "Somewhat Agree" responses combined

Citations had more influence on the habits of those who less often (79%) than those who always (74%) wear a seatbelt in the backseat. Moreover, an equal amount (19%) of the two segments agreed that they knew where most police officers monitor traffic.

Figure 16. Click It or Ticket Program



*Margin of Error = +/- 6.8%

**Margin of Error = +/- 5.9%

Three quarters (75%) of both of the seatbelt user segments were familiar with the Click It or Ticket program. A higher percentage of the individuals who wore seatbelts less often (72%) than those who always (84%) wore seatbelts in the backseat thought that the Click It or Ticket program was effective.

Other research supports the effectiveness of seatbelt usage enforcement. It was made clear that strong enforcement of safety belt laws sends the message that the State takes safety belt

use laws seriously. Ultimately, this leads to greater compliance. In addition, enforcement of safety belt laws is significantly more effective when it is combined with media saturation because the perceived risk of receiving a citation is increased. Research shows that people will buckle up if they believe the police are enforcing the law (DOT HS 809 578 March 2003). The focus group participants also supported the effectiveness of the Click-it or Ticket campaign in the following selected comments:

"That Click It or Ticket thing. I thought it was pretty cool. Everybody always had it in their head. They'd see the commercial, and you have a real catchy way of saying it, 'Click It or Ticket, ah man!'"

"That Click It or Ticket really worked... If it's really catchy, it will work."

"I mainly wear them all the time now because of Click It or Ticket."

"The Click It or Ticket works because they're enforcing it."

"The reason I started was because of the ticket. Now, I do it because it's a habit and a safety issue."

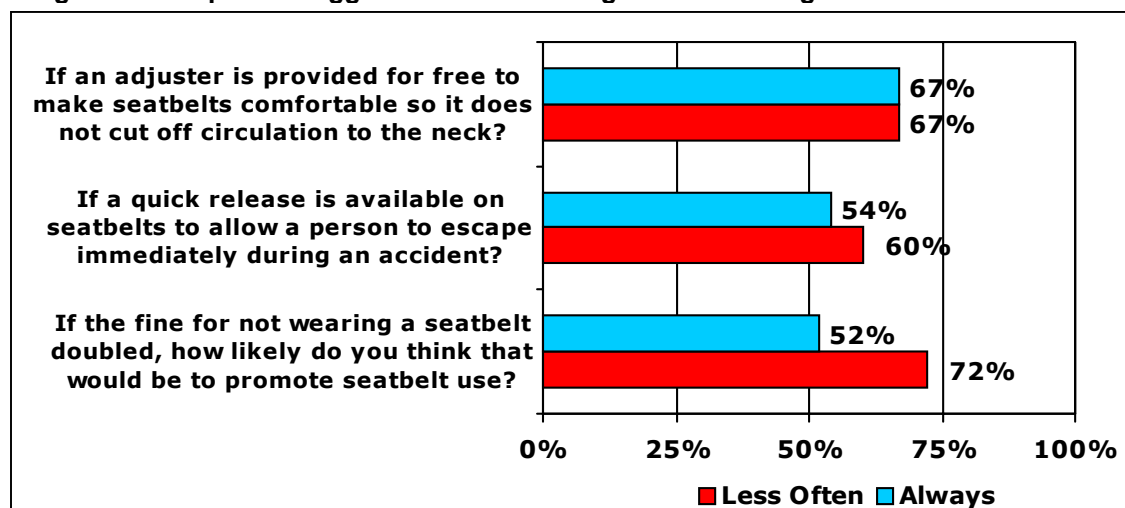
"Tickets help us get started."

"I got my first ticket for not wearing a seatbelt... I still always wear a seatbelt because I don't want to get a ticket anymore."

"Generally speaking, I never wore seatbelts, but I did strap my kids in. What made me start was when I got a ticket. It was \$75."

Proposed Safety Measures

Figure 17. Proposed Suggestions to Encourage Seatbelt Usage



Margin of Error = +/- 5.4%

Percentages represent "Very Likely" and "Somewhat Likely" responses combined

In Figure 17, a few safety measures were presented to the survey participants to determine their likelihood of increasing seatbelt usage. First, the idea of an adjuster provided for free to make

seatbelts comfortable for the wearer was presented. Two thirds (67%) of both of the seatbelt user segments thought the adjuster was likely to encourage seatbelt compliance. The primary reasons for not wearing seatbelts among the focus group participants related to comfort, as demonstrated in the following statements:

"I never wore it because it's so uncomfortable for me."

"I don't like seatbelts. I feel constricted."

"I find it to be constricting. It feels like I'm being held down. It feels like I can't turn my head to look."

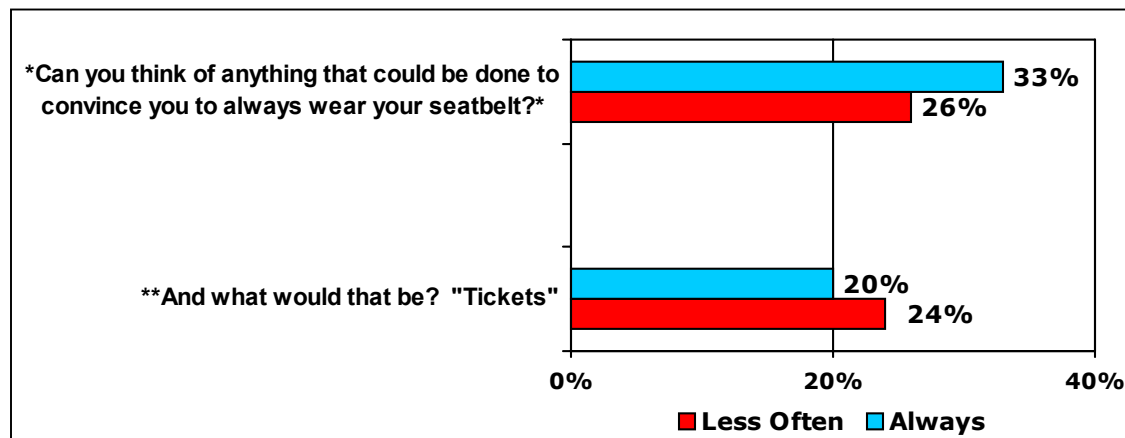
"I don't like how it feels. The way it fits your chest. What matters is whether it's adjustable, so it won't hit your neck."

"I hate the way the thing irritates my neck."

"The chances of us to crash is small compared to the irritation of the thing."

Figure 17 also revealed that more than half of those who always (54%) and less often (60%) wore a seatbelt in the backseat believed that if a quick release was provided for easier escapes then seatbelt usage would likely increase. The last statement presented related to seatbelt citations, which seemed likely to have more of an effect on those who wore seatbelts in the backseat less often (72%) than those who always (52%) buckled up as back passengers.

Figure 18. Influence to Wear a Seatbelt



*Margin of Error = +/- 5.4%

**Margin of Error = +/- 10.1%

The participants who did not always wear a seatbelt were asked if they could think of anything that would convince them to always buckle up. About a quarter of those who responded said tickets, which was the leading motivator.

Additional Suggestions to Increase Safety

Other than the safety measures proposed in the survey, the focus group participants explained what influences their behavior and also came up with a few suggestions of their own:

"I was influenced by all of the advertising aimed at people about wearing seatbelts and a little bit by getting a ticket."

"For most of us here, we're all old and set in our ways. I don't think any new advertisements will make me change my ways...If you want to influence, you've got to influence the kids. You're not going to influence us anymore."

"You shouldn't be ramming down statistics, but say it's not cool to not wear a seatbelt."

"The younger you are, the less the statistics mean anything."

"I think statistics are good reminders, but it shouldn't be the focus."

"When you sit down in your car, you're not thinking about statistics."

"You know those commercials, 'I had a friend that died, I know because I was the drunk driver.' Those are so powerful. Those ads are depressing, but they are so powerful. It brings it as if it's not your family, but it brings an emotional attachment like it could be your family."

"I think if we had a commercial that compared a person in a seatbelt and not in a seatbelt... The dummy just doesn't look real... I would definitely be more affected if it's more realistic."

Also, a number of focus group participants supported the improvement of education in the selected statements:

"I think driver education here is very poor."

"Foreign drivers are not educated to the laws or to safety."

"I had to retake my driver's license test seven years ago when I went to get a new Hawaii license. I was surprised at the questions I failed. I thought I knew everything... You forget."

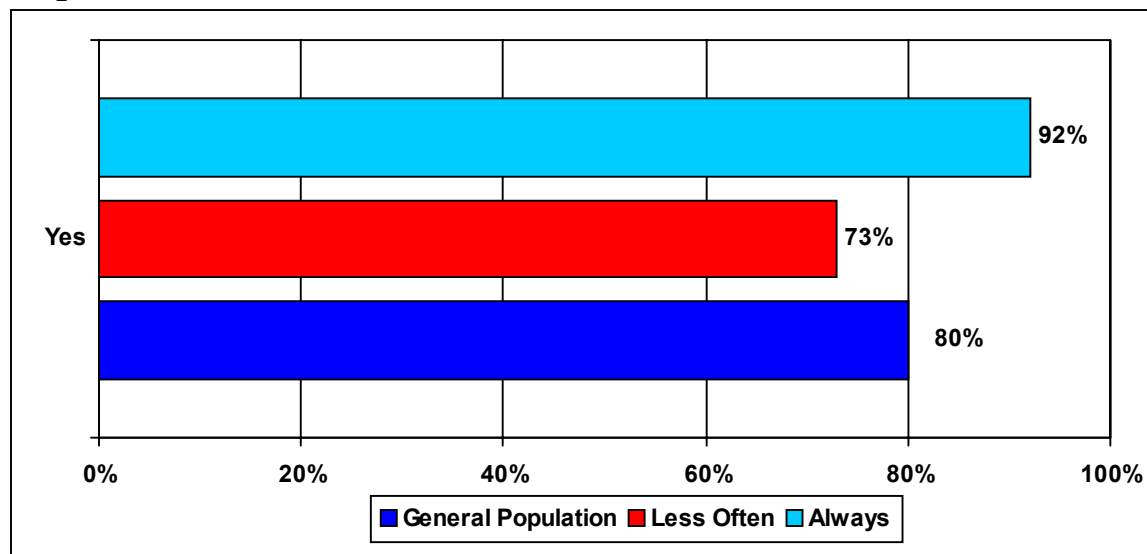
"I think after a certain age, you should be tested again... I mean if you've been driving so many years, everybody should be retested."

"The testing is a really good idea. I remember getting my license renewed and retaking the test. It really makes you think about these laws."

"As far as people in general, it's kind of hard to educate people about wearing a seatbelt and things of that nature when they really haven't directly experienced anything first hand, like the loss of my cousin. Those things make more of an impact on us than seeing a commercial or seeing an ad in the magazine. I don't think there's anything we can do to take the place of those things."

Universal Seatbelt Law

Figure 19. In Favor of a Universal Seatbelt Law



Margin of Error = +/- 5.4% (Seatbelt Survey Respondents) and Margin of Error = +/- 4.7% (General Population)

Figure 19 presents the results of a Universal Seatbelt Law, which requires all passengers in the vehicle to wear a seatbelt. About three quarters or more of the respondents were in favor of the law. The highest support with 92% in favor of the law was among those who always wore a seatbelt in the backseat. In addition, four out of five (80%) individuals from the general population survey favored the proposed law. The lowest support of 73% was within the segment of individuals who did not always wear a seatbelt in the backseat.

The introduction of the first seatbelt law during December of 1985 resulted in a significant increase from 33% to 73%. Moreover, the participants in the focus groups recognized the effectiveness of the seatbelt law in the following comments:

"I think that making the law to put a seatbelt on absolutely changed behavior. There's no doubt in my mind about that."

"I started wearing a seatbelt when they made it a law. I can't recall...70s...80s?"

"I still didn't wear seatbelts until it became the law in Hawaii."

Other than increase fines and enforcement, a Universal Seatbelt Law may prove to be the next big step in converting the remaining drivers and passengers who do not always wear a seatbelt.

Demographics

This following section of the report presents the demographics of the seatbelt survey participants. The graphs below provide a comparison between segments who always and less often wear seatbelts in the backseat.

Figure 20. Residence

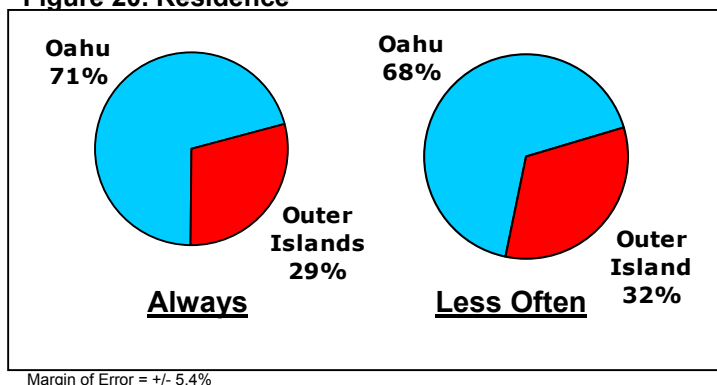
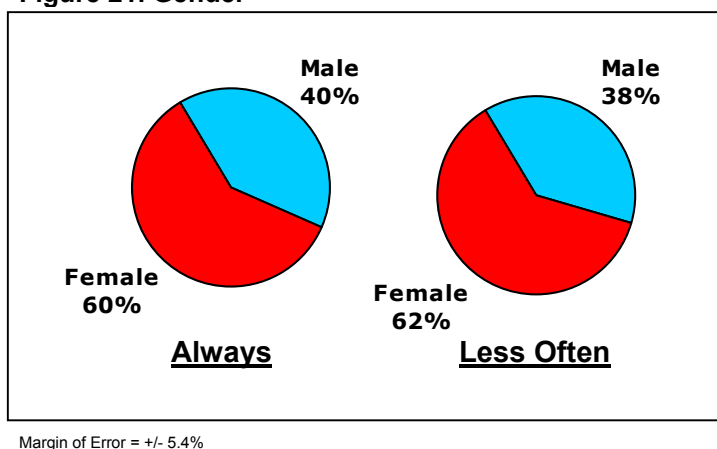


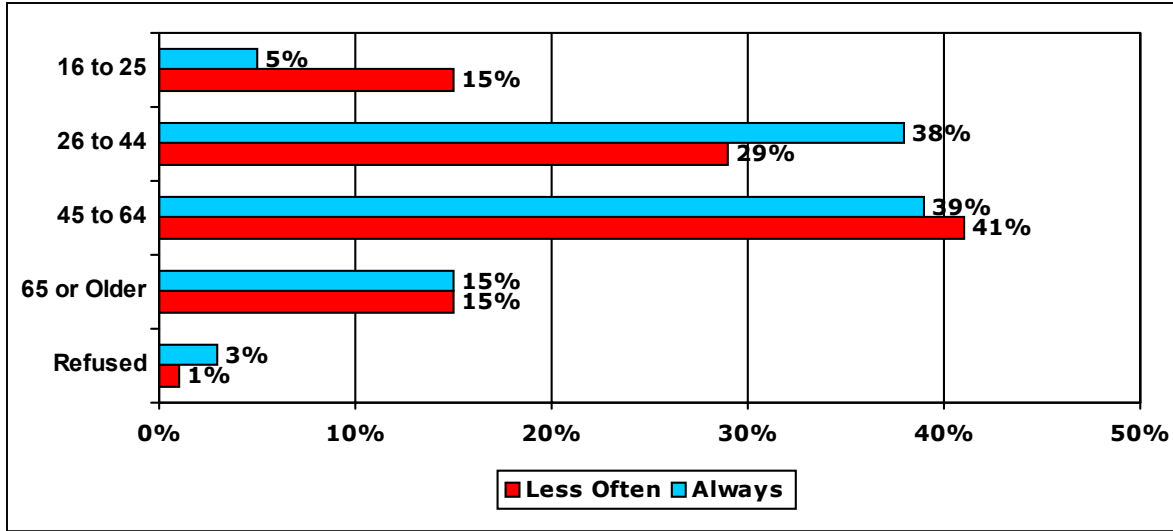
Figure 20 shows that slightly less than three quarters of those who always (71%) and less often (68%) wear seatbelts in the backseat represented in the survey were from Oahu. The remaining participants were from each of the outer islands in the State.

Figure 21. Gender



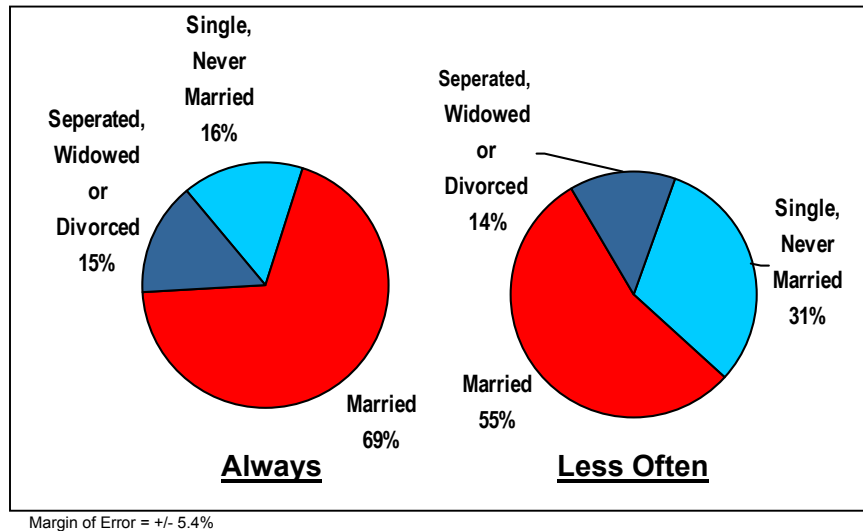
In Figure 21, there was a higher proportion of females versus males among the participants who always (60%) and less often (62%) wear seatbelts in the backseat.

Figure 22. Age



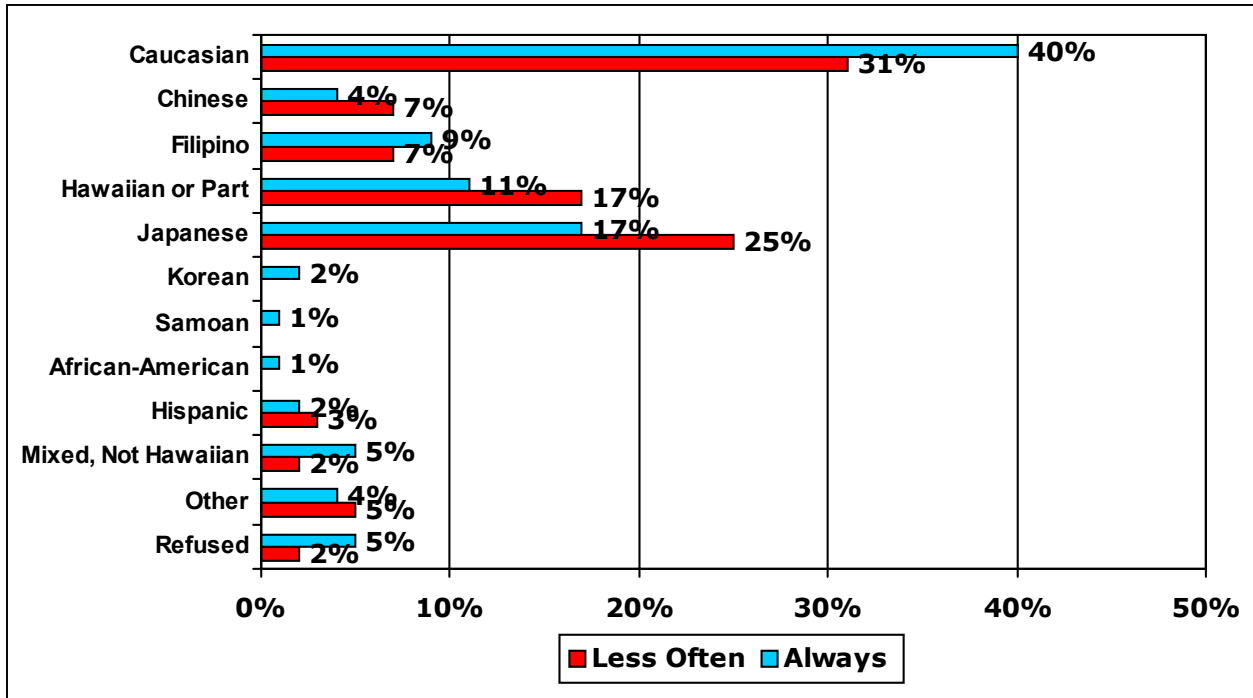
Both the 26 to 44 and 45 to 64 year old age groups had the highest representation in the survey. In the 26 to 44 year old category, 38% of the respondents always wore a seatbelt in the backseat while 29% accounted for the other seatbelt segment. Those who wore a seatbelt in the backseat less often (15%) represented a larger percentage of the 16 to 25 year old age group than the individuals who always (5%) wore a seatbelt as a back passenger.

Figure 23. Marital Status



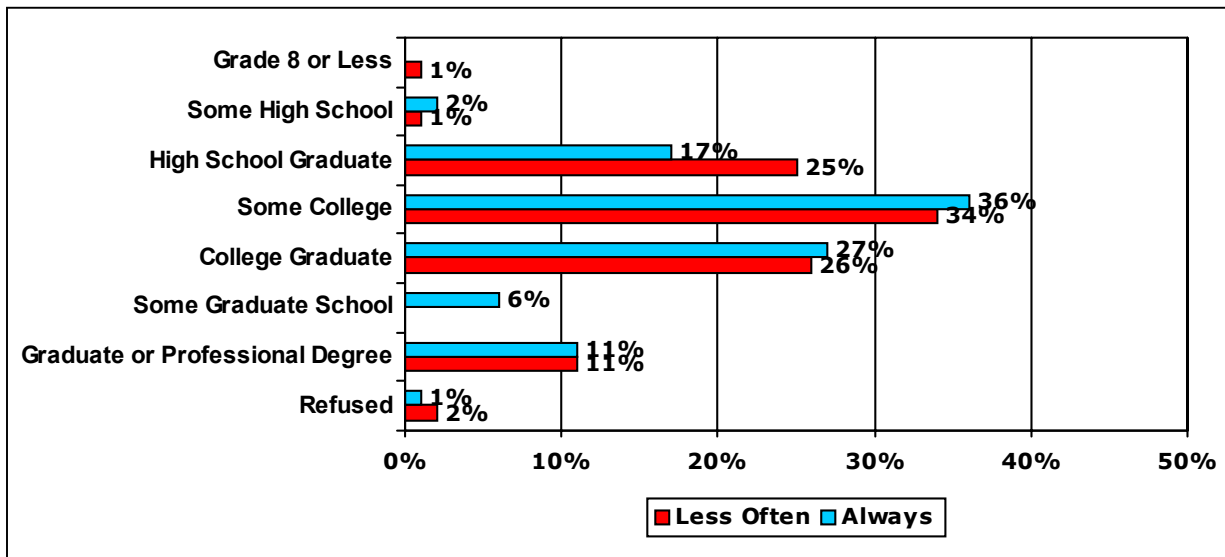
The respondents who wore a seatbelt in the back less often (31%) represented a higher percentage of the single, never married category than the segment who always (16%) wore a seatbelt in the backseat.

Figure 24. Ethnic Background



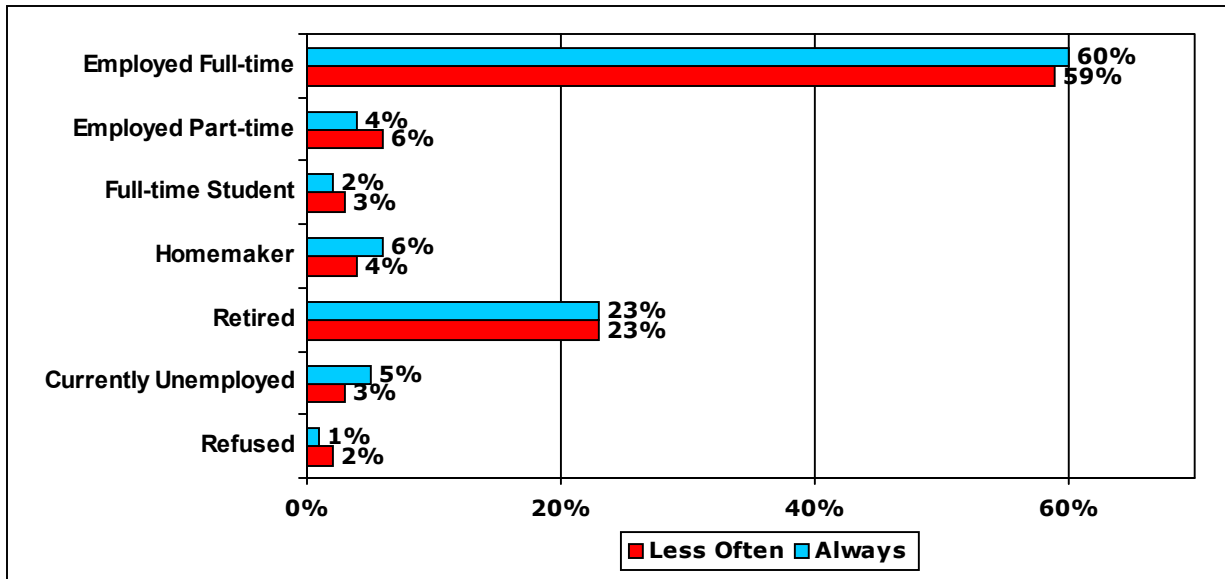
In Figure 24, a significantly higher percentage of Caucasians was represented by those who always wear a seatbelt in the backseat (40%). Of the individuals that wear a seatbelt in the back less often, there was a close proportion represented by the Caucasians (31%) and Japanese (25%).

Figure 25. Education



In comparing all education levels, those who had some college represented the highest percentage of survey respondents between the two segments. There was a higher percentage of high school graduates who wear seatbelts less often (25%) than those who always (17%) wear seatbelts in the backseat.

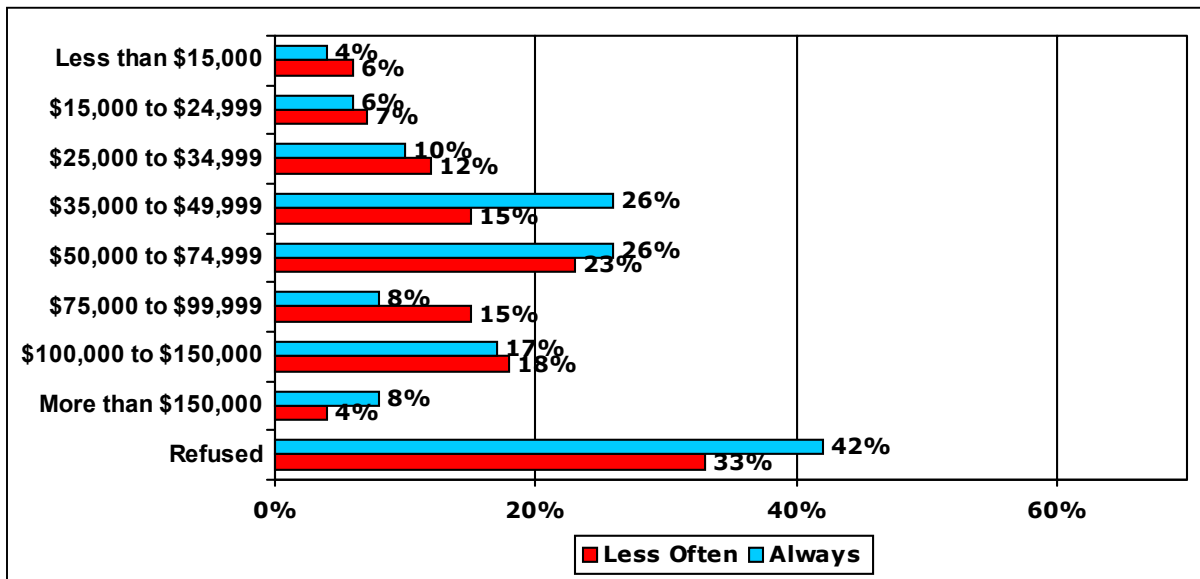
Figure 26. Employment Status



Margin of Error = +/- 5.4%

Figure 26 demonstrates that there is a fairly equal proportion of the two seatbelt segments across all levels of employment. The majority of the respondents are employed full-time.

Figure 27. Household Income



Margin of Error = +/- 5.4%

Slightly more than one third of the survey respondents refused to provide their income, which is not uncommon given the sensitivity of the question. The highest representation was among those who fell under the \$35,000 to \$49,999 and \$50,000 to \$74,999 income categories.

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APPENDIX A

Department of Transportation Studies, 2003 SEATBELTS

Q.287 Hi, my name is _____ and I'm calling on behalf of the Department of Transportation. We're doing an important study about highway safety. I understand that you sometimes or never wear a seatbelt. Is that correct?

(7077)

- ☐ 1 Yes
- ☐ 2 NO, but SOMEONE ELSE in the household is and they are AVAILABLE
- ☐ 3 NO, but SOMEONE ELSE in the household is and they are NOT AVAILABLE
- ☐ 4 NOT INTERESTED/REFUSED

[S - IF THE ANSWER IS 3, THEN SKIP TO QUESTION 482]

[S - IF THE ANSWER IS 4, THEN SKIP TO QUESTION 483]

[S - IF THE ANSWER IS 1, THEN SKIP TO QUESTION 290]

Q.288 May I please speak to someone in your household who sometimes or never wears a seatbelt?

(7078)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 NOT AVAILABLE AT THIS TIME
- ☐ 4 REFUSED

[S - IF THE ANSWER IS 2 OR 4, THEN SKIP TO QUESTION 483]

[S - IF THE ANSWER IS 3, THEN SKIP TO QUESTION 482]

[S - IF THE ANSWER IS 1, THEN SKIP TO QUESTION 287]

[A - IF THE ANSWER TO QUESTION 287 IS NOT 1, THEN SKIP TO QUESTION 298]

Q.289 RECORD GENDER--DO NOT ASK

(7079)

- ☐ 1 Male
- ☐ 2 Female

Q.290 Do you drive?

(7080)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 298]

Q.291 How many years have you been driving?

(7081)

- ☐ 1 Less than 1 year
- ☐ 2 1 to 2 years
- ☐ 3 3 to 5 years
- ☐ 4 6 to 10 years
- ☐ 5 11 to 15 years
- ☐ 6 16 to 30 years
- ☐ 7 31 to 50 years
- ☐ 8 51 years or more
- ☐ 9 DON'T KNOW
- ☐ 0 REFUSED

Q.292 What type of vehicle do you primarily drive?

(7082)

- ☐ 1 Car
- ☐ 2 Truck
- ☐ 3 SUV
- ☐ 4 Minivan
- ☐ 5 Other
- ☐ 6 DON'T KNOW/REFUSED

[S - IF THE ANSWER IS NOT 5, THEN SKIP TO QUESTION 294]

Q.293 SPECIFY OTHER TYPE OF VEHICLE

(7083-7182)

[A - IF THE ANSWER TO QUESTION 292 IS NOT 1, THEN SKIP TO QUESTION 296]

Q.294 What type of car do you drive? Is it a... [READ LIST]

(7183)

- ☐ 1 Sports
- ☐ 2 Luxury
- ☐ 3 Passenger
- ☐ 4 DON'T KNOW/REFUSED

Q.295 What size is your car? Is it a... [READ LIST]

(7184)

- ☐ 1 Compact
- ☐ 2 Mid-size
- ☐ 3 Full-size
- ☐ 4 DON'T KNOW/REFUSED

Q.296 Do you have insurance on your vehicle?

(7185)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.297 Is your vehicle equipped with an airbag?

(7186)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.298 What do you think are the most common causes of fatalities of car drivers?

(7187-7436)

Q.299 I am going to read you a list of four traffic violations. Could you please put them in order from most serious to least serious?

[READ ALL 4 ANSWERS TO RESPONDENT, THEN SELECT THEIR MOST SERIOUS FIRST, ENTER THEIR SECOND CHOICE NEXT , ETC.]

(7437-7440)

- ☐ 1 Running a red light
- ☐ 2 Not wearing a seat belt
- ☐ 3 Drunk driving
- ☐ 4 Speeding 20 miles per hour over the speed limit

Q.300 I am going to read you a series of statements regarding seatbelts. Using a scale from 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please tell me how much you agree.

(7441)

- ☐ 1 ENTER 1 TO CONTINUE

[ASK QUESTIONS 301 TO 311 IN RANDOM ORDER]

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.301 Extreme speeding is the major cause for highway fatalities

[REPEAT SCALE IF NECESSARY]

(7442)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.302 I know where most police officers monitor the traffic

[REPEAT SCALE IF NECESSARY]

(7443)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.303 Seatbelts offer adequate protection during a collision

[REPEAT SCALE IF NECESSARY]

(7444)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.304 Seatbelts are not necessary during short drives through residential areas

[REPEAT SCALE IF NECESSARY]

(7445)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.305 The majority of people in Hawaii wear a seatbelt

[REPEAT SCALE IF NECESSARY]

(7446)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.306 Seatbelts save lives in a high speed collision

[REPEAT SCALE IF NECESSARY]

(7447)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.307 I will never get into an accident, so I do not need to wear a seatbelt

[REPEAT SCALE IF NECESSARY]

(7448)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.308 Air bags offer protection when not wearing a seatbelt

[REPEAT SCALE IF NECESSARY]

(7449)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.309 Seatbelts should always be worn on the highway and freeway

[REPEAT SCALE IF NECESSARY]

(7450)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.310 Drivers and passengers should wear seatbelts at all times

[REPEAT SCALE IF NECESSARY]

(7451)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.311 Seatbelts are not necessary when driving under 25 miles per hour

[REPEAT SCALE IF NECESSARY]

(7452)

- ☐ 1 Strongly Disagree
- ☐ 2 Somewhat Disagree
- ☐ 3 Neither Agree nor Disagree
- ☐ 4 Somewhat Agree
- ☐ 5 Strongly Agree
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.312 Now, could you please tell me what percentage of the people in Hawaii you think **do not** wear seatbelts?

[PROBE WITH: "Your best guess is fine"]

[ENTER 999 FOR DON'T KNOW/REFUSED]

_____ (7453-7455)

[A - IF THE ANSWER TO QUESTION 287 IS NOT 1, THEN SKIP TO QUESTION 317]

Q.313 This next section will help us understand seatbelt use among people in Hawaii. Please tell me if you do the following things always, most of the time, sometimes, rarely or never.

(7456)

- ☐ 1 ENTER 1 TO CONTINUE

[A - IF THE ANSWER TO QUESTION 290 IS NOT 1, THEN SKIP TO QUESTION 9999]

Q.314 How often do you wear your seat belt as a **driver**?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7457)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.315 [How often do you] wear your seat belt as a **front passenger**?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7458)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.316 [How often do you] wear your seat belt as a **back passenger**?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7459)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.317 [How often do you] insist that all passengers wear seatbelts in the car?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7460)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.318 [How often do you] wear a seatbelt during rainy conditions?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7461)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.319 [How often do you] wear a seatbelt while driving on the highways and freeways?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7462)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.320 [How often do you] wear a seatbelt during daylight hours?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7463)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.321 [How often do you] wear a seatbelt during non-daylight hours?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7464)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.322 [How often do you] wear a seatbelt on long distance drives?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7465)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 9999]

Q.323 [How often do you] wear a seatbelt while making a short trip through a residential neighborhood?

[REPEAT SCALE IF NECESSARY]

[READ ANSWERS IN INVERTED ORDER, EXCEPT THE LAST 2]

(7466)

- ☐ 1 Never
- ☐ 2 Rarely
- ☐ 3 Sometimes
- ☐ 4 Most of the time
- ☐ 5 Always
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 314 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 315 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 316 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 317 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 318 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 319 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 320 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 321 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 322 IS NOT 2-3, AND...]

[A - IF THE ANSWER TO QUESTION 323 IS NOT 2-3, THEN SKIP TO QUESTION 325]

Q.324 You said earlier that you sometimes or never wear a seatbelt...why is that?

_____ (7467-7716)

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 350]

Q.325 How many people do you think die each year in Hawaii from **not** wearing seat belts?

[ENTER 999999 FOR DON'T KNOW/REFUSED]

_____ (7717-7722)

Q.326 Do you know anyone that has been involved in a car accident in which someone was injured?

(7723)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW/REFUSED

Q.327 Have you ever been involved in a car accident in which **you** were injured?

(7724)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[A - IF THE ANSWER TO QUESTION 326 IS NOT 1, THEN SKIP TO QUESTION 333]

Q.328 I'm going to ask you a series of questions regarding the accident involving someone you know.

What type of accident was it? Was it a... [READ LIST]

(7725)

- ☐ 1 Car
- ☐ 2 Pedestrian
- ☐ 3 Motorcycle
- ☐ 4 Moped
- ☐ 5 Bicycle
- ☐ 6 Other
- ☐ 7 DON'T KNOW
- ☐ 8 REFUSED

Q.329 SPECIFY OTHER TYPE OF ACCIDENT

_____ (7726-7875)

Q.330 Please excuse me for asking, but were there any fatalities involved in the accident?

(7876)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.331 Was speeding one of the causes of the accident?

(7877)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.332 Was everyone wearing seat belts?

(7878)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[A - IF THE ANSWER TO QUESTION 327 IS NOT 1, THEN SKIP TO QUESTION 338]

Q.333 Now I'm going to ask you a series of questions regarding your most recent accident. What type of accident was it?

(7879)

- ☐ 1 Car
- ☐ 2 Pedestrian
- ☐ 3 Motorcycle
- ☐ 4 Moped
- ☐ 5 Bicycle
- ☐ 6 Other
- ☐ 7 DON'T KNOW
- ☐ 8 REFUSED

Q.334 SPECIFY OTHER TYPE OF ACCIDENT

(7880-8029)

Q.335 Pardon me for asking, but were there any fatalities involved in the accident?

(8030)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.336 Was speeding one of the causes of the accident?

(8031)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.337 Were you wearing a seat belt?

(8032)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[A - IF THE ANSWER TO QUESTION 326 IS NOT 1, AND...]

[A - IF THE ANSWER TO QUESTION 327 IS NOT 1, THEN SKIP TO QUESTION 340]

Q.338 Has the accident caused you or your family to change their behavior in any way?

(8033)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 340]

Q.339 In what way?

(8034-8283)

Q.340 I just have a couple of questions about highway safety programs in Hawaii. Can you recall any highway safety campaigns that have been implemented in Hawaii in the past?

(8284)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 343]

Q.341 Which campaigns can you recall? Any others?

[DO NOT READ LIST]

(8285-8290)

- ☐ 1 Van Cam
- ☐ 2 Drive Akamai
- ☐ 3 Drive Safely, Arrive Alive
- ☐ 4 Click-it or Ticket
- ☐ 5 Don't Drink and Drive
- ☐ 6 Other
- ☐ 7 DON'T KNOW/REFUSED

[S - IF THE ANSWER IS NOT 6, THEN SKIP TO QUESTION 343]

Q.342 OTHER CAMPAIGN(S) RECALLED

(8291-8440)

[A - IF THE ANSWER TO QUESTION 341 IS 4, THEN SKIP TO QUESTION 344]

Q.343 Are you familiar with the Click It or Ticket program in Hawaii?

(8441)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[A - IF THE ANSWER TO QUESTION 341 IS NOT 4, AND...]

[A - IF THE ANSWER TO QUESTION 343 IS NOT 1, THEN SKIP TO QUESTION 346]

Q.344 Do you think the Click It or Ticket program was effective?

(8442)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 346]

Q.345 In what way?

(8443-8692)

Q.346 Does the possibility of receiving a traffic ticket influence your driving habits?

(8693)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 348]

Q.347 In what way?

_____ (8694-8943)

Q.348 Now, I would like you ask you about traffic tickets. Have you received any traffic tickets in the past five years?

- (8944)
- ☐ 1 Yes
 - ☐ 2 No
 - ☐ 3 DON'T KNOW
 - ☐ 4 REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 350]

Q.349 In the past five years, have many tickets have you received for not wearing a seatbelt?

- (8945)
- ☐ 1 None
 - ☐ 2 1 or 2
 - ☐ 3 3 or 4
 - ☐ 4 5 or more
 - ☐ 5 DON'T KNOW
 - ☐ 6 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, AND...]
[A - IF THE ANSWER TO QUESTION 45 IS 1, THEN SKIP TO QUESTION 352]

Q.350 Can you think of anything that could be done to convince you to always wear your seatbelt?

- (8946)
- ☐ 1 Yes
 - ☐ 2 No
 - ☐ 3 DON'T KNOW/REFUSED

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 352]

Q.351 And what would that be?

(8947-9196)

Q.352 A number of suggestions have been made about actions that might encourage people to wear a seatbelt. Using a scale from 1 to 5, where 1 is very unlikely and 5 is very likely, please tell me how likely you think the action is to promote seatbelt use.

(9197)

☐ 1 ENTER 1 TO CONTINUE

Q.353 If the fine for not wearing your seatbelt doubled, how likely do you think that would be to promote seatbelt use?

[REPEAT SCALE IF NECESSARY]

(9198)

- ☐ 1 Very unlikely
- ☐ 2 Somewhat unlikely
- ☐ 3 Neither likely nor unlikely
- ☐ 4 Somewhat likely
- ☐ 5 Very likely
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.354 If a quick release is available on seatbelts to allow a person escape immediately during an accident?

[REPEAT SCALE IF NECESSARY]

(9199)

- ☐ 1 Very unlikely
- ☐ 2 Somewhat unlikely
- ☐ 3 Neither likely nor unlikely
- ☐ 4 Somewhat likely
- ☐ 5 Very likely
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

Q.355 If an adjuster is provided for free to make seatbelts comfortable so it does not cut off circulation to the neck?

[REPEAT SCALE IF NECESSARY]

(9200)

- ☐ 1 Very unlikely
- ☐ 2 Somewhat unlikely
- ☐ 3 Neither likely nor unlikely
- ☐ 4 Somewhat likely
- ☐ 5 Very likely
- ☐ 6 DON'T KNOW
- ☐ 7 REFUSED

[A - IF THE ANSWER TO QUESTION 286 IS 1, THEN SKIP TO QUESTION 357]

Q.356 Do you think there should be a universal seat belt law that requires everyone in every vehicle to wear seatbelts?

(9201)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.357 My last few questions are for classification purposes only.

(9202)

- ☐ 1 ENTER 1 TO CONTINUE

[A - IF THE ANSWER TO QUESTION 287 IS NOT 1, THEN SKIP TO QUESTION 359]

Q.358 Which age category do you fall into? Are you....? [READ LIST]

(9203)

- ☐ 1 16 to 25
- ☐ 2 26 to 34
- ☐ 3 35 to 44
- ☐ 4 45 to 54
- ☐ 5 55 to 64
- ☐ 6 65 or older
- ☐ 7 DON'T KNOW/REFUSED

Q.359 Are you or anyone in your household on active duty in the U.S. military?

(9204)

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 DON'T KNOW
- ☐ 4 REFUSED

Q.360 How long have you lived in Hawaii? [READ LIST]

(9205)

- ☐ 1 Less than 1 year
- ☐ 2 1 to 5 years
- ☐ 3 6 to 10 years
- ☐ 4 11 to 20 years
- ☐ 5 More than 20 years, but not lifetime
- ☐ 6 Lifetime resident of Hawaii
- ☐ 7 DON'T KNOW
- ☐ 8 REFUSED

Q.361 What is your marital status? Are you.... [READ LIST]

(9206)

- ☐ 1 Single, never married
- ☐ 2 Married
- ☐ 3 Separated, widowed or divorced
- ☐ 4 DON'T KNOW/REFUSED

Q.362 What is your ethnic background?

[DO NOT READ LIST]

(9207-9208)

- ☐ 01 Caucasian
- ☐ 02 Chinese
- ☐ 03 Filipino
- ☐ 04 Hawaiian or part-Hawaiian
- ☐ 05 Japanese
- ☐ 06 Korean
- ☐ 07 Samoan
- ☐ 08 African-American
- ☐ 09 Hispanic or Latino
- ☐ 10 Mixed, not Hawaiian
- ☐ 11 Other
- ☐ 12 DON'T KNOW
- ☐ 13 REFUSED

[S - IF THE ANSWER IS NOT 11, THEN SKIP TO QUESTION 364]

Q.363 SPECIFY OTHER ETHNICITY

(9209-9308)

Q.364 What is your highest level of education completed?

[READ LIST IF NECESSARY]

(9309)

- ☐ 1 Grade 8 or less
- ☐ 2 Some high school
- ☐ 3 High school graduate
- ☐ 4 Some college (1 to 3 years)
- ☐ 5 College graduate (Bachelor's degree)
- ☐ 6 Some graduate school
- ☐ 7 Graduate or professional degree
- ☐ 8 DON'T KNOW/REFUSED

Q.365 What is your employment status? Are you...[READ LIST]

(9310)

- ☐ 1 Employed full-time (35+ hours/week)
- ☐ 2 Employed part-time
- ☐ 3 A full-time student
- ☐ 4 A homemaker
- ☐ 5 Retired
- ☐ 6 Currently Unemployed
- ☐ 7 DON'T KNOW/REFUSED

Q.366 What was your total 2002 **PERSONAL** income, before taxes?
Was it...[READ LIST]

(9311)

- ☐ 1 Less than \$15,000
- ☐ 2 \$15,000 to \$24,999
- ☐ 3 \$25,000 to \$34,999
- ☐ 4 \$35,000 to \$49,999
- ☐ 5 \$50,000 to \$74,999
- ☐ 6 \$75,000 to \$99,999
- ☐ 7 \$100,000 to \$150,000
- ☐ 8 More than \$150,000
- ☐ 9 DON'T KNOW
- ☐ 0 REFUSED

[A - IF THE ANSWER TO QUESTION 108 IS 1-8, THEN SKIP TO QUESTION 368]

Q.367 What was the total 2002 income for **ALL** the people in your **household**, before taxes? Was it...[READ LIST]

(9312)

- ☐ 1 Less than \$15,000
- ☐ 2 \$15,000 to \$24,999
- ☐ 3 \$25,000 to \$34,999
- ☐ 4 \$35,000 to \$49,999
- ☐ 5 \$50,000 to \$74,999
- ☐ 6 \$75,000 to \$99,999
- ☐ 7 \$100,000 to \$150,000
- ☐ 8 More than \$150,000
- ☐ 9 DON'T KNOW
- ☐ 0 REFUSED

Q.368 Thank you so much for your time. We may do other surveys like this one in the future...may we contact you again to participate in an e-mail panel and/or focus group?

(9313)

- ☐ 1 Yes
- ☐ 2 No

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 370]

Q.369 May I please have your name and e-mail address?

(9314-9543)

Q.370 Thank you again for your time. Goodbye.

(9564)

- ☐ 1 ENTER 1 TO COMPLETE

[S - IF THE ANSWER IS 1, THEN SKIP TO QUESTION 484]